***Press* Release**

The Meteorological Office

PRESS OFFICE

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Businesses benefit from reduced price phone forecast

Businesses are being offered the chance to talk directly to a specialist weather forecaster at a reduced price until the end of December. The Met. Office's MetCALL Direct service, which gives callers the chance to receive an up to the minute, detailed forecast by phone at any time of the day or night, will be available at just £10.

Weather data has a range of commercial applications, including risk assessment for insurers, demand forecasting for utilities or stock control for retailers. Using MetCALL Direct, businesses can receive tailored weather information and advice over the phone, direct from a qualified forecaster.

Peter Hollingsworth, Senior Account Manager at The Met. Office, hopes that this offer will enable more users to become aware of the benefits of the service: “MetCALL Direct is proving to be very popular among businesses. The fact that a qualified forecaster is at the other end of the line, offering personalised information, sets it apart from other services.”

“MetCALL is ideal for obtaining last minute details for day-to-day business operations and can be used in conjunction with our MetFAX and MetWEB forecasts.”

MetCALL Direct can be accessed by phoning 08700 767 828. A one-to-one discussion with a qualified forecaster until the end of December costs £10 per call, compared to the standard £17. For more details users can call The Met. Office helpline on 08700 750 075.

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